

39. (amended) A media monitoring method as claimed in claim 37 [or 38], wherein the media data comprises video data.

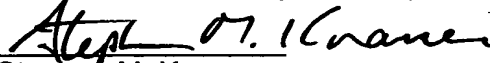
40. (not amended) A media monitoring method as claimed in claim 39, wherein the media data is received from a video transmission.

Remarks

Claims 3, 7 to 9, 11, 12, 17, 20 to 22, 29, 33, 35, 37, and 39 are being amended to be more in line with U.S. practice. In order to further expedite prosecution of the Application, the Examiner is invited to call Stephen M. Knauer at 415-781-1989 to address any concerns that the Examiner may have.

Respectfully submitted,

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